

# PLAN IN REVIEW

SMPS Seattle Town Hall

March 15, 2018

Have a question? We would love to hear it! Submit yours at registration and be entered into a raffle at the end of the evening!



Society for Marketing  
Professional Services  
Seattle

# 17-20 STRATEGIC PLAN

## THE PATH AHEAD

### OBJECTIVE 1

#### Connect with Content

Provide relevant forward thinking content that elevates the skills and knowledge of the AEC industry that establishes SMPS Seattle as an industry thought leader.

- Elevate level of speakers
- Stay on trend with current topics and interests
- Create skill development opportunities
- Engage in value added communication & outreach
- Explore content for alternative channels

### OBJECTIVE 2

#### Engagement

To engage professionals in the built environment.

- Engage professionals at all levels of their career
- Understand members' program needs and gaps
- Provide engagement outside of Seattle
- Connect SMPS professionals with other professional organizations
- Create plans to increase number of Fellows, CPSMs and new members

### OBJECTIVE 3

#### Infrastructure

Create a sustainable model for an efficient chapter.

- Create chapter documentation process
- Streamline communication tools
- Maintain 100% financial reserves
- Implement a volunteer plan

### GOALS

- 1 Establish a minimum threshold of attendance at events using membership count: Lunch -30%; FF - 20%, Workshops - 90% capacity, Reign Awards 40%
- 2 Maintain a 90% member retention rate
- 3 Strive for 10% new membership growth per year
- 4 10% of annual educational event registration is technical staff
- 5 Partner with other industry organizations for 2 education events per year
- 6 Connect with every member, every year
- 7 Add 20 CPSMs over 3 years
- 8 Add 2 new Fellows over 3 years

> **SMPS VISION**  
Business transformed through marketing leadership.

> **SMPS MISSION**  
To advocate for, educate, and connect leaders in the building industry and create business opportunities.

> **SMPS CORE PURPOSE**  
To enrich knowledge and advance practices that build business for professional services firms.

> **SMPS CORE VALUES**  
Innovation, Integrity, Relationships  
Life-long Learning, Service

> **SMPS SEATTLE MAIN GOAL**  
To be recognized as the resource for professional service firms to elevate the skills and results marketing and business development contributes to achieving strategic firm objectives.

2018  
Town  
Hall